

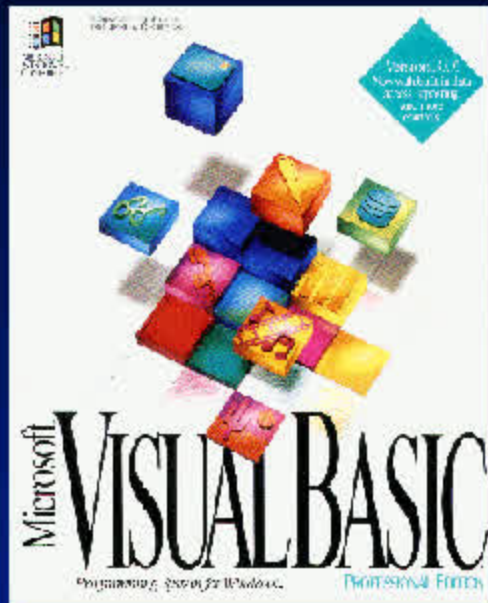


***Thunder...***

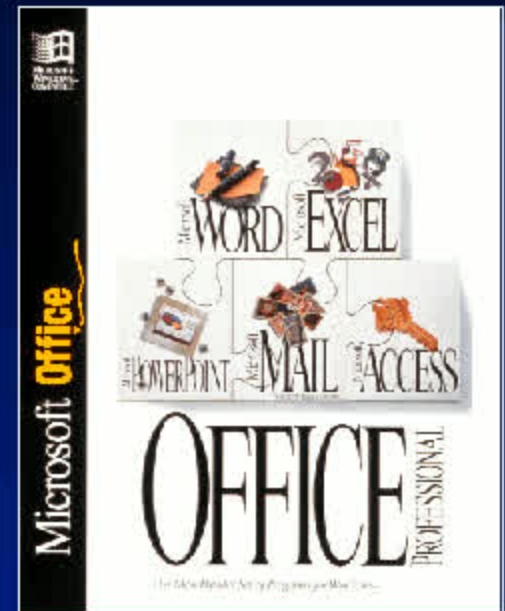
...the power to crack Windows.



# Applications Programmability Strategy Update



OLE



*Tom Button  
Group Product Manager  
Applications Programmability Business Unit*

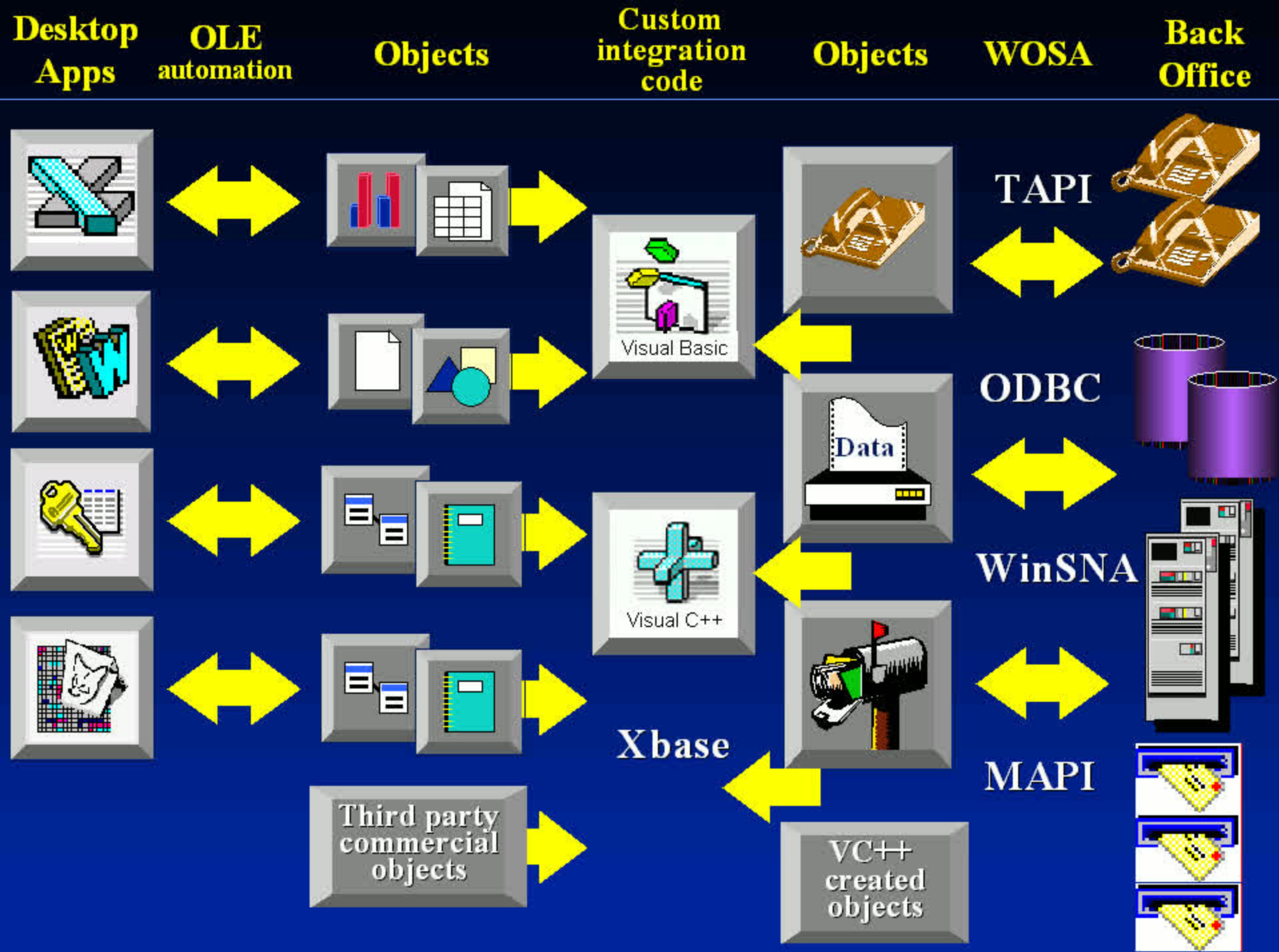
# **Microsoft's Strategy**

## ***Component-based Office Solutions***

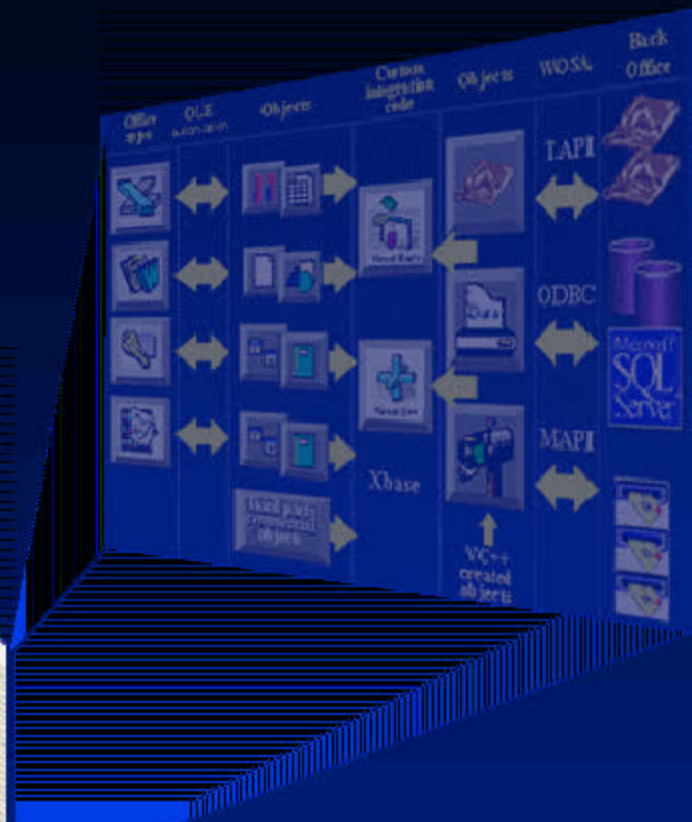
- ◆ **Standard object model: OLE 2.0**
- ◆ **Common solution assembly language:  
*Visual Basic***
- ◆ **Applications exposed as object libraries:  
*MS Office***

# **1993 was a big year!**

- ◆ **OLE 2.0 w/Automation interface in April**
- ◆ **VB3.0 with OLE 2.0 support in May**
- ◆ **Word 6.0 exposing OLE objects in October**
- ◆ **XL 5.0 with VBA and 130 programmable objects in December**

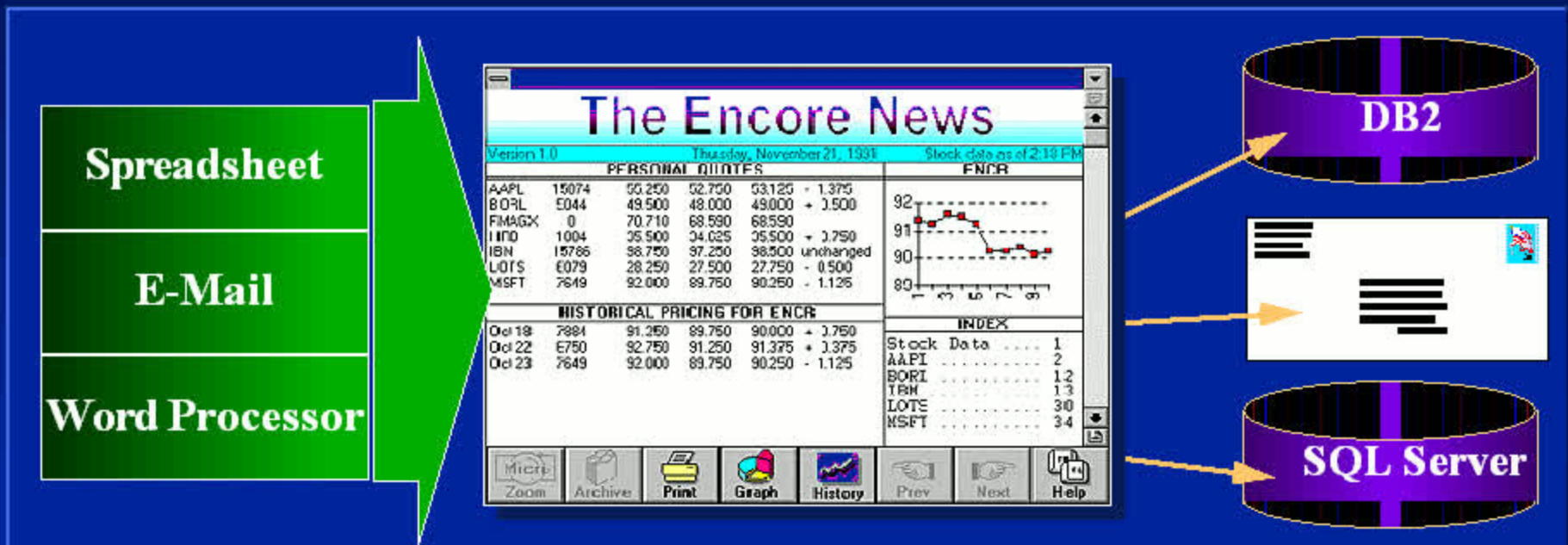






# Changing Customer Requirements for Solutions

- ◆ Custom software = a competitive advantage
- ◆ Leveraged software and expertise
- ◆ Integrates user desktop with enterprise services



# Real World Software

- ◆ **McWayward University**
  - **Sequiter Corporation**
- ◆ **AP Newscenter**
  - **Bill Neville**



# Microsoft Office Programmability Today

	<b>Microsoft Excel 5.0</b>	<b>Microsoft Word 6.0</b>	<b>Microsoft Access 2.0</b>	<b>Microsoft Project 4.0</b>
<b>Embedded language</b>	Visual Basic for Applications	WordBasic	Access Basic	Visual Basic for Applications
<b>Objects exposed via OLE Automation</b>	Yes	Yes	No	Yes
<b>Programmatically control OLE objects</b>	Yes	No	Yes	Yes

# Announcing: Office Developer's Kit



**A comprehensive resource for building  
integrated solutions with Microsoft Office.**

# **Office Developer's Kit Contents**

- ◆ **8500 pages of valuable information**
  - **New docs on building integrated solutions**
    - **design considerations**
    - **programming techniques**
  - **Quick reference charts/descriptive guides on using Office OLE objects**
  - **Excel, Mail and Word SDKs, Access developer docs, plus more**



# **Office Developer's Kit Contents (cont.)**

- ◆ **Over 25 MB software**
  - **Electronic Forms Designer  
(\$395 value)**
  - **~10 new sample apps using VBA,  
Office OLE objects, etc.**
  - **Standalone OLE 2.0 Object Browser**



**ODK Demo**

# ODK Availability

## ◆ Early April:

- **FREE inside Visual Basic 3.0 Professional boxes**
- **Standalone for \$99.95**
- **Special offer for current Visual Basic Professional users: only \$49.95**



# Future

- ◆ **OLE Controls**
- ◆ **All application objects exposed through OLE Automation**
- ◆ **More apps with VBA embedded**
- ◆ **Cairo**
- ◆ **OFS**
- ◆ **Distributed OLE**

# **Apps Programmability Vision**

## ***“win-win-win-win”***

### **Beneficiaries of Pragmatic Component Software**

- ◆ **End-Users**
- ◆ **Corporate IS**
- ◆ **SPs/VARs**
- ◆ **Object Publishers/ISVs**

# End-users

- ◆ **Simplicity**
- ◆ **Localization**
- ◆ **Leverage**
- ◆ **Usability**
- ◆ **Interoperability**
- ◆ **Efficient use of HW**
- ◆ **Speed**
- ◆ **Cost**



# Corporations

- ◆ **Developer training and support**
- ◆ **Development time**
- ◆ **Long-term maintenance costs**
- ◆ **End-user support**
- ◆ **Scalability**
- ◆ **Leverage investment in end-user apps**

# **Solution Providers**

- ◆ **New business opportunities**
- ◆ **Fixed costs**
- ◆ **Ongoing costs**
- ◆ **Client satisfaction**

# Object publishers and ISVs

- ◆ **Socket count**
- ◆ **Lower barriers to entry**
- ◆ **New markets for old code**